

Apps Unveiled

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READ-TRY-EXPERIENCE

Great apps for **BOOK** LOVERS



Apps to help you

QUIT DRINKING

Appy Socializing

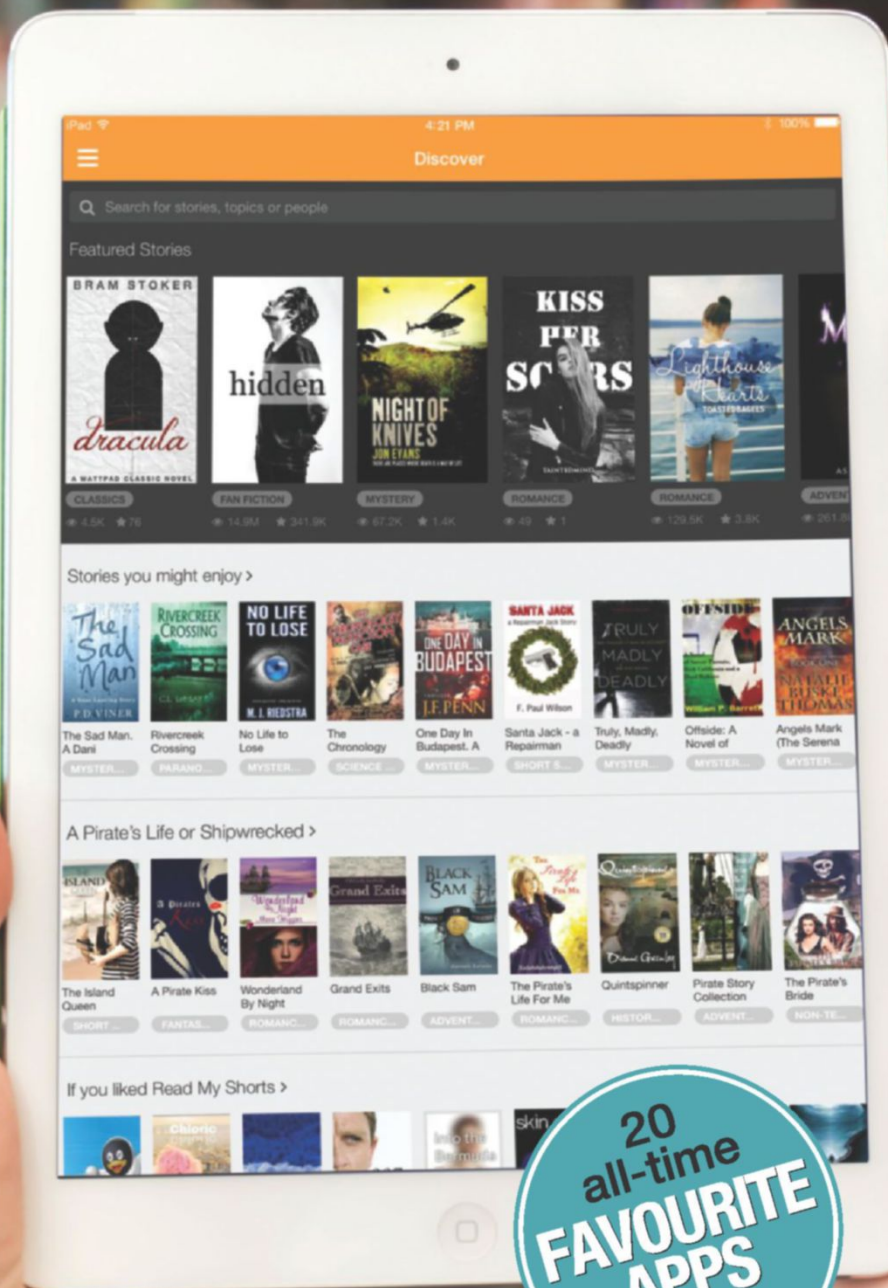


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20
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Pg 26



&



We Invite you to Join in & Power up your Future at

eTailing & Travel Commerce Conference 2015

The Lalit Hotel, Delhi 23rd & 24th July, 2015

DAY 1

- Shop with a tap: Scaling up m-commerce
- Emergence of travel market places – what it means for the online travel market
- Customer engagement: Delighting the digitally connected customer using big data and analytics
- Social travel-how new age start-ups are redefining the travel industry?
- OMNI channel retail – a delicate balancing act
- Global expansion in Travel and Hospitality industry - An appetite for growth
- New realities in the payments landscape

DAY 2

- Untangling the tax hurdles: Will GST solve the problem?
- Cab market in India (app and internet driven) the way forward
- Building a sustainable e-commerce and Online Classified venture
- Social media driving digital conversations in tourism and hospitality industry
- Connecting the last mile
- Investor's perspective – the next paradigm of ecommerce and travel in India

FEW SPEAKERS

Prasad Kompalli, Mynta
Vivek Gaur, Yepme

Mausam Bhatt, Flipkart
Samyukth Sridharan, Cleartrip

Nitin Gupta, PayU India
Joy Bandekar, Flipkart

Anand Subramanian, OlaCabs
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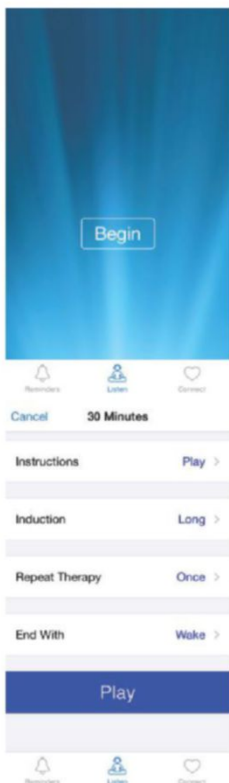


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Excessive alcohol consumption is a major public health concern, leading to over 200 diseases and injuries. Heavy Drinking can easily become alcoholism, a debilitating disease that destroys lives and families. Unfortunately, there is no quick fix or pill that can eliminate the problem. Thanks to the modern technology, there are many apps available that can help you change your drinking habits. Whether you're trying to remain sober, cut back, or just get a handle on how much you drink each day, these mobile apps can help. We have hand-picked some of the best quit drinking apps that you can download and use to motivate yourself in your journey towards a happier and healthier life.



Handle stress without turning to ALCOHOL



Stop Drinking with Andrew Johnson

Are you finding that you are using alcohol to relax? Then, "Stop Drinking with Andrew Johnson" app is for you. This app is designed to get you to stop drinking with the help of English hypnotist and stress-management coach — Andrew Johnson who has been helping people find calm and order for almost two decades. He claims to have helped thousands of people around the world to cope better with stress and overcome bad habits. His techniques may help you find calm and tranquility so you can handle stress without turning to alcohol.

It is a simple app, with the focus being on the audio content. It uses motivational audio content to change your thinking and access the incredible

power of your unconscious mind. Far more powerful than simple mantras or positive thinking, this app uses the power of relaxation, hypnotherapy, positive suggestions and visualization tools to help you overcome the thinking that compels you to keep on drinking.

All in all, whether you want to stop drinking altogether or regain control and cut down, this app will start to help you break those negative habits that lead to people reaching for a drink and give you the positive resources to achieve your goals, so you can lead a happier, healthier and more fulfilling life.

Available on:  

Price: iOS-INR 190 | Android-INR 165

Note: The Android version of this app is available with the name "Quit Drinking — Andrew Johnson".

a note from the EDITOR

Do you or someone you care about want to quit drinking alcohol or at least wish to keep its consumption under control? Thanks to the modern technology, there are many apps available that can help you change your drinking habits. Whether you're trying to remain sober, cut back, or just get a handle on how much you drink each day, the mobile apps such as "Stop Drinking with Andrew Johnson", "Saying When" and "Twenty Four Hours a Day" can help. Just have a look at the "The Healthy Way" section of this issue to learn more about these apps and other related ones.

Then, there are apps for book lovers. If you love reading books whenever you get a few spare minutes, no matter where you are, then we have some of the must-have book-related apps for you in this issue. Whether you want to read free and affordable eBooks, connect with other readers, or stay up to date on the latest best sellers, there's an app to meet your needs.

Oh no! Again! Battery Low!! You know what we mean. Though the smartphone manufacturers promise that battery will last for 2 days, 3 days or more, but we all know the fact it actually lasts only for a few hours, in fact, a few minutes at times. Don't worry anymore! In the pages that follow, you'll find the apps that claim to extend your battery life up to 50% by finding apps and settings that drain power on your device. In addition, there is a list of quick battery saving tips inside.

That's not all! We have reviewed many more apps in many other categories. For example, Periscope- an app that lets you broadcast LIVE video from anywhere using your smartphone. Then there is an app called Spring, which help you look naturally slimmer and taller in your full-length photos with a few taps and swipes on your device's screen. The list is endless. Go ahead, sift through the pages and find some of the must-have apps for yourself.

Happy Reading ☺

Jyoti Aggarwal

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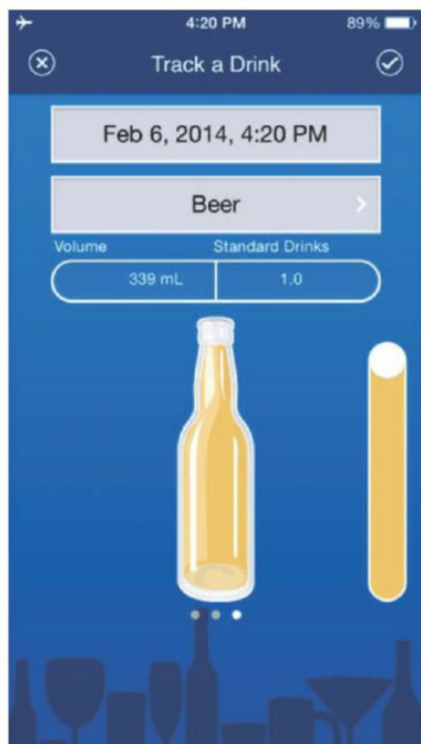
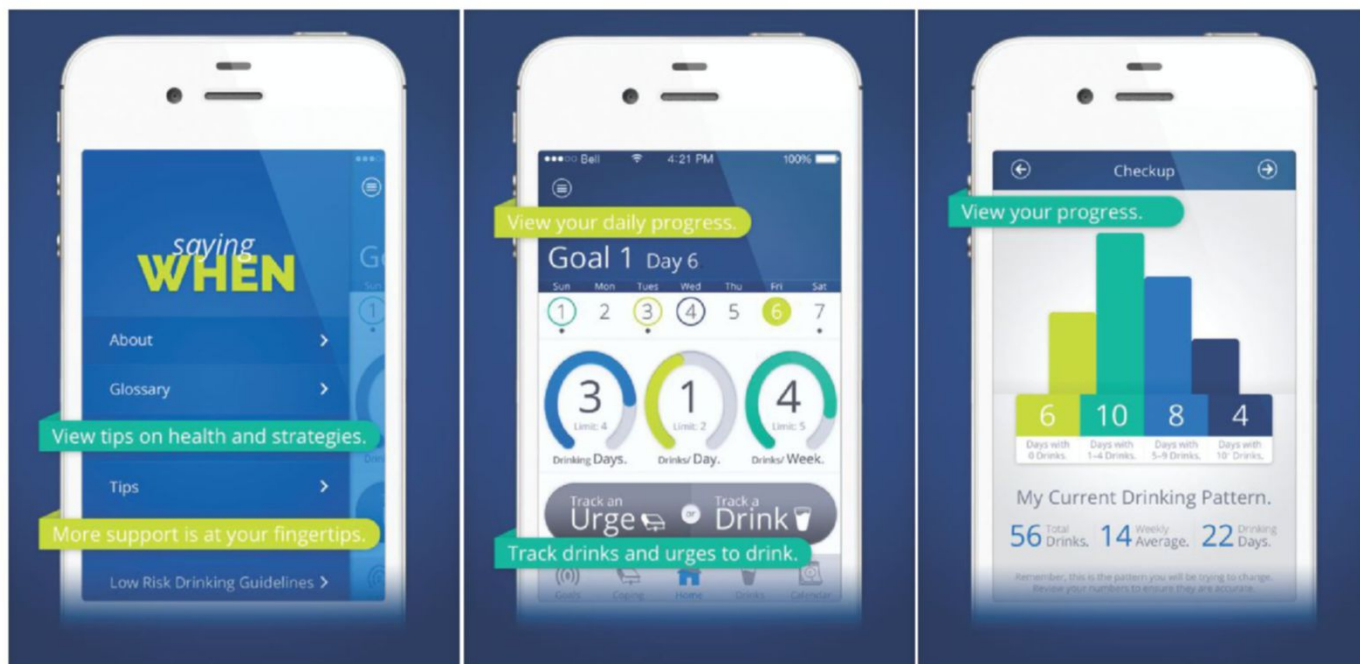
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Saying WHEN

TRACK WHEN YOU HAVE A DRINK OR AN URGE TO DRINK



This app was launched last year by the Centre for Addiction and Mental Health (CAMH) for people who are concerned about their drinking, but who do not have a severe alcohol use disorder. It offers the ability to track and manage drinking habits. The simple action of tracking your drinking and your urges to drink can help you get it under control.

Based on research and evaluation of various treatment methods for patients with alcohol problems, "Saying When" is a self-help program that has a proven track record. The same tools that successful people have consistently used to bring their drinking under control for over 20 years are used in this program. You'll learn what a Standard Drink is and how the Low-Risk Drinking Guidelines can help you enjoy a healthier lifestyle that can include moderate drinking.

The app is very easy to use and operate. To get started with the program, the first is to take stock of your current situation so you can set a baseline for future success. This will help you determine your current drinking pattern, situations that trigger

your drinking and how alcohol physically affects you. After that, you can maintain your personal dashboard by tracking when you have a drink or an urge to drink.

Set your own weekly and long-term goals that fit your lifestyle. You can choose to quit drinking or cut down to moderate drinking — the choice is all yours. There is a built-in calendar to help you plan ahead for events so you can avoid over-drinking. Throughout the tracking process, the app is programmed to offer "Tips for Success" to aid you in your journey. Added to that, the coping section of the app provides you with the opportunity to learn what strategies work best for you as you rank the success of each one over time. You can also view your daily stats, monitor your progress and see how you've been handling things since you started using Saying When app.

Overall, if you—or someone you care about—are having problems related to drinking, Saying When app can help.

Available on:

Price: FREE



AlcoDroid

Alcohol Tracker

CALCULATE YOUR BLOOD ALCOHOL CONTENT (BAC) BASED ON THE DRINKS THAT YOU'VE LOGGED



When you've had too much to drink or have difficulties remembering how much and which drink you've consumed, this app can help.

AlcoDroid Alcohol Tracker lets you count the number of drinks you've had on a daily, weekly, or monthly basis. If you're trying to reduce your drink count, set a goal (e.g. 10 standard drinks per week) and track it to see how well you're doing. In addition, it can even track the amount of money that was saved by not drinking.

AlcoDroid also provides an estimate of your blood alcohol content (BAC) based on the drinks that you've logged, plots your BAC development in a chart and indicates when you get below the legal driving limit or back to sobriety.

Furthermore, it offers a nice widget, which shows the current BAC situation on the home screen of your device.

Unfortunately, it doesn't offer motivational pictures, texts or videos for support, but it's a good way to get started and drink less every day. You can even export your drink logbook and share your information if you are seeking accountability through social media. There is also an option to unlock ad-free interface through in-app purchase.

Available on: 

Price: FREE (offers in-app purchases)



TWENTY-FOUR HOURS A DAY

DAILY MEDITATION AND PRAYER GUIDE TO KEEP YOU FOCUSED

This app is based on the best-selling book *Twenty-Four Hours A Day*, a daily meditation and prayer guide for those seeking to end addiction to alcohol and drugs. It brings you the complete collection of prayers, thoughts, meditations, and inspirations right on your smartphone so you can access them anywhere especially when you most need an extra motivation. In addition to a thought, meditation and prayer for each day of the year, this handy, pocket-sized volume also contains the Serenity Prayer and the 12 Steps and 12 Traditions of Alcoholics Anonymous.

It is a simple, yet effective way to help you relate the Twelve Steps to everyday life and helps you find the power not to take that first drink each day. At the touch of a fingertip, *Twenty-Four Hours A Day* app becomes your companion, making it easy to focus on your sobriety wherever you are. The app also lets you search content on the app using keywords and allows you to bookmark your favorites for easy access.

So, whenever you find yourself in a challenging situation, pull out your phone, read your daily meditation, and find comfort once again in the choice you

made to quit. After all, as anyone who has battled addiction knows, staying sober requires around-the-clock work. The struggles to quit and stay quit require daily commitment and dedication. It's good to have as much help as you can. And, this app does exactly the same.

Note: "Twenty-Four Hours A Day" book is published by the Hazelden whose mission is to provide products and services to help people recognize, understand, and overcome addiction and closely related problems. Also, Hazelden has alcohol and drug treatment facilities and rehab centers across the United States.

Available on:  

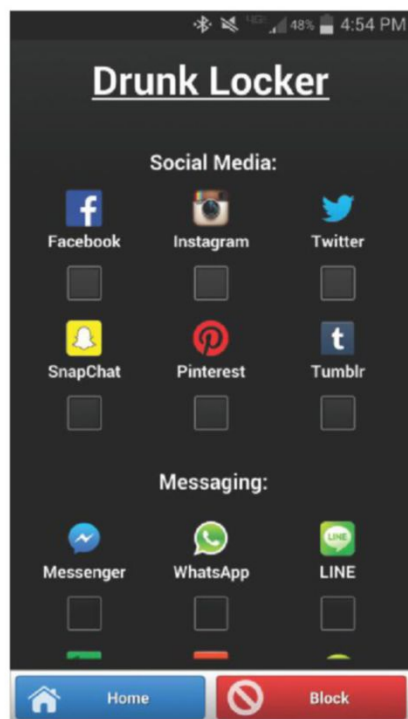
Price: iOS — INR 300 & Android — INR 270

ESSENTIAL



DRUNK LOCKER

BLOCK SOCIAL MEDIA APPS FOR UP TO 10 HOURS



We all know the dangers of drink-driving, but using your phone while drunk can be just as injurious — to your social life. Fear not, there is an app that can protect you from a Facebook fight or a Twitter battle. The Drunk Locker app helps you key in the social media apps that you definitely don't want to use once you hit the peak.

Apps included in the stuff you can block are Facebook, Instagram, SnapChat, Tumblr, Pinterest, Whatsapp, Messenger, Twitter and many more social apps. Not only that, it also lets you block eBay, PayPal and Amazon. In order to avoid drunk posts when you're intoxicated or binging on alcohol — all you need to do is

open the app, select the app(s) to block, set a time limit, and click block.

But beware. If you choose to set the lock, you can't change your mind after a few hours. If you've set the blocker for three hours, you will be out in the social media cold for three hours. It's strict as well — even if you uninstall the Drunk Locker in an attempt to get on to Facebook and tell everyone what you really think of them, it won't let you. All in all, it helps you stay sensible when you're not in your control.

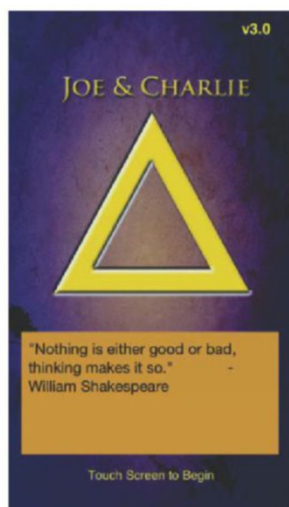
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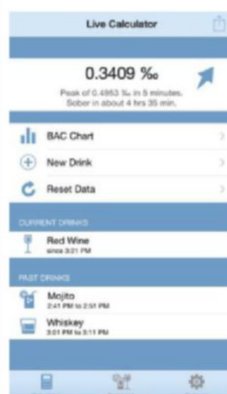
Joe McQ. and Charlie P met in 1973 and have maintained a friendship for years, helping each other through their battles with alcohol. Over time, the duo created a series of study sessions based on the book "Alcoholics Anonymous: The Story of How Many Thousands of Men and Women Have Recovered from Alcoholism," also called "The Big Book." You can download the sessions they've presented across the country through this app. So, get this app to learn from their experiences.

- By Calidad Systems
- iPhone | INR 190
- Android | INR 275

BAC Calc
Live Blood Alcohol Content Calculator

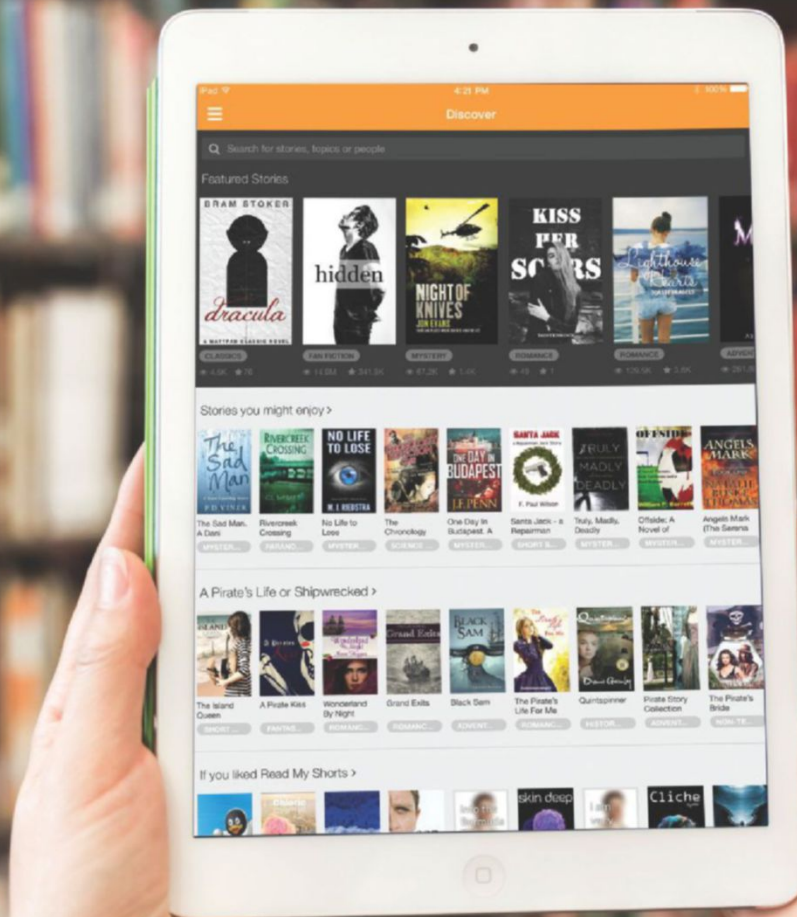
This app calculates blood alcohol content based on your gender, age, height, weight and time frame. This interactive BAC calculator has more than 40 predefined beverages for you to choose from, but it also allows you to customize your drinks to match what you're actually imbibing. The app is easy to use. When you start a drink — open the app and tap on the "add new drink". Let the app run in the background. And then, when you finish a drink — open the app again and choose the current drink again to get to know your estimated blood alcohol content, which lets you know if you might be legally sober enough to get behind the wheel. Simple. The app will also tell you that how much time you will take to get sober. You can try out this app before making a purchase by downloading its lite version from the App Store.

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APPS FOR BOOK LOVERS



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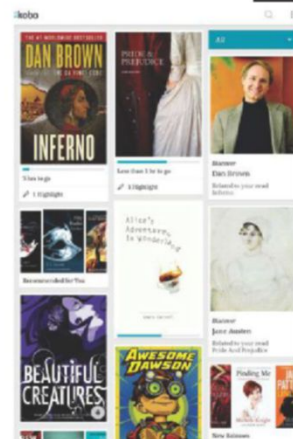
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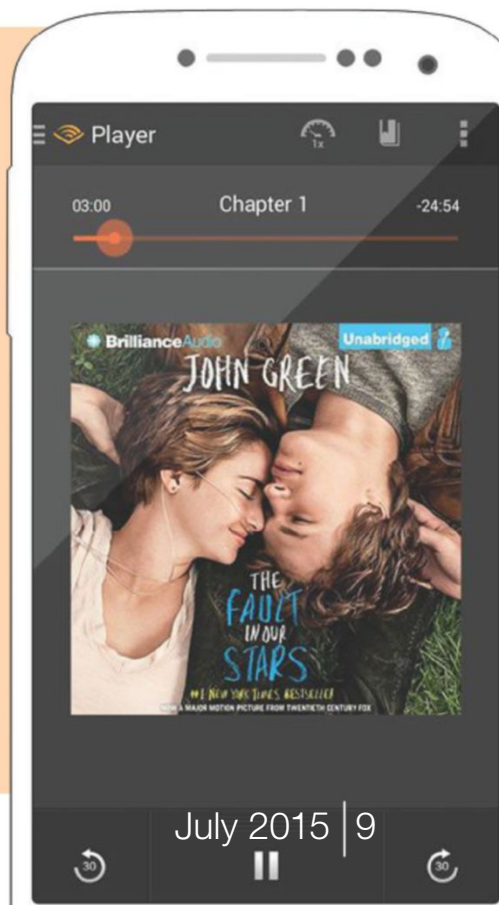
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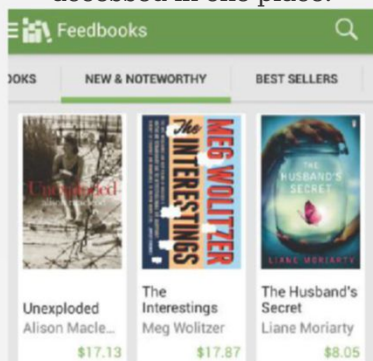
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Note: The Android Version of this app is available with the name "Audible for Android".



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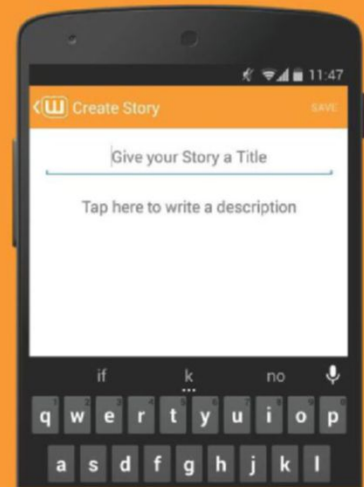
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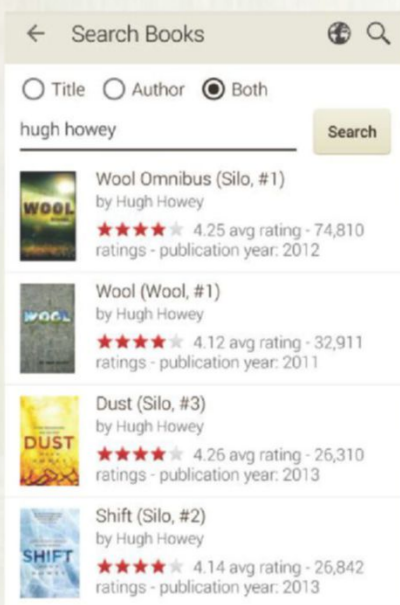
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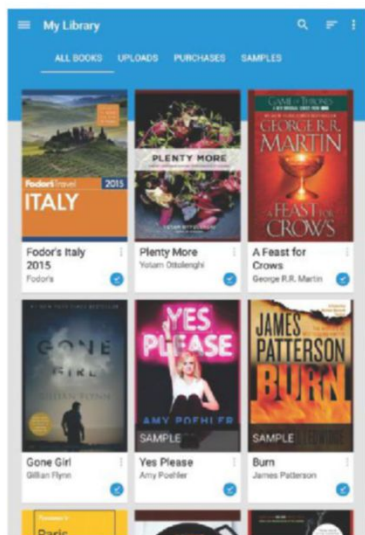
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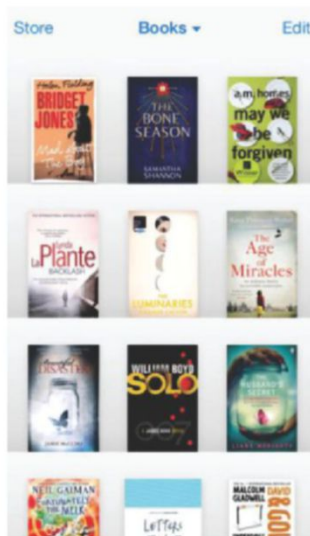


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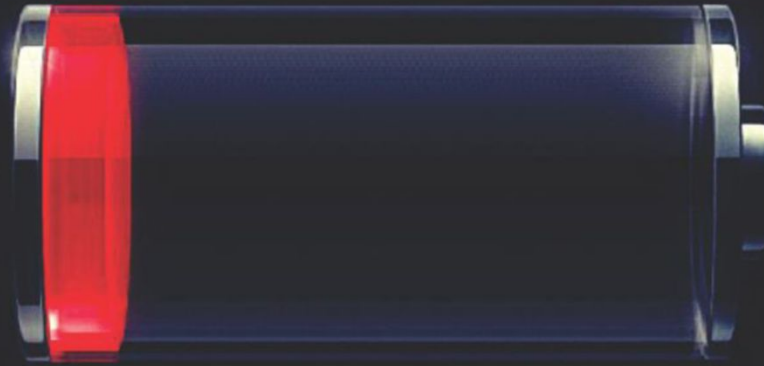
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USEFUL TIPS ON PROLONGING THE BATTERY LIFE OF YOUR SMART DEVICE

1. Mind the temperature

Your battery will last longest if used near room temperature. It works best from 0 to 30 degrees Celsius. Try and keep the device out of direct sunlight, or exposing it to below freezing temperatures, when possible. While extreme heat can affect a battery more than extreme cold can, but both are equally harmful. In addition, check the battery while it's charging. If it seems excessively hot, your charger may be malfunctioning.

2. Full discharge vs. Partial discharge

While you may have heard from many experts about letting your device getting fully discharged before plugging in the charger, it has been found that a partial discharge is actually better than a full discharge cycle. It is usually helpful to keep the charge within the 40 to 80% range. That means plug-in the charger when the battery reaches 40 percent, and stop charging it when it is 80 percent

charged. Of course, you will have to balance this out with the practical usage of your device. For instance, if you are heading out and won't be near a charger for a while, do charge it to 100%.

3. Don't overcharge the battery

Leaving your devices plugged in at 100 percent is also harmful for battery life. Battery University says overcharging is not good for the battery: "Avoiding full charge has benefits, and some manufacturers set the charge threshold lower on purpose to prolong battery life... Li-ion battery cannot absorb overcharge, and when fully charged the charge current must be cut off. A continuous trickle charge would cause plating of metallic lithium, and this could compromise safety."

4. Avoid using ultra-fast chargers

Ultra-fast chargers can charge your phone up faster than regular chargers, but that's not good for your device's battery in the long run.

5. Avoid using fake chargers

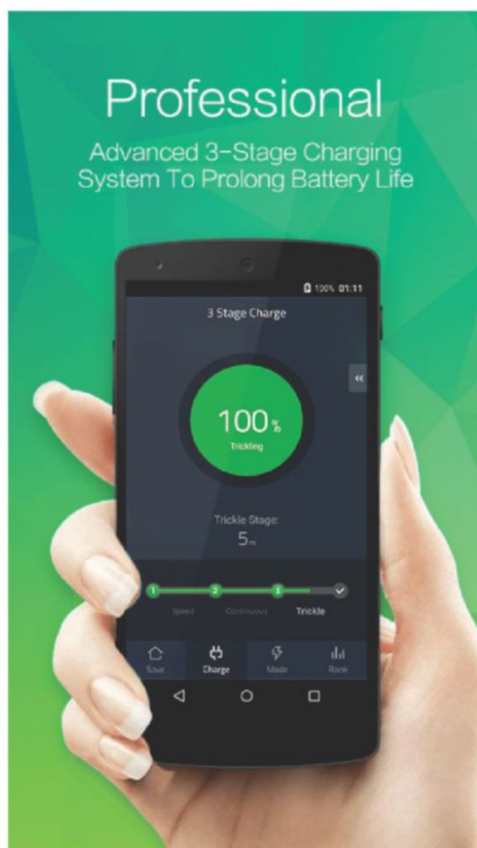
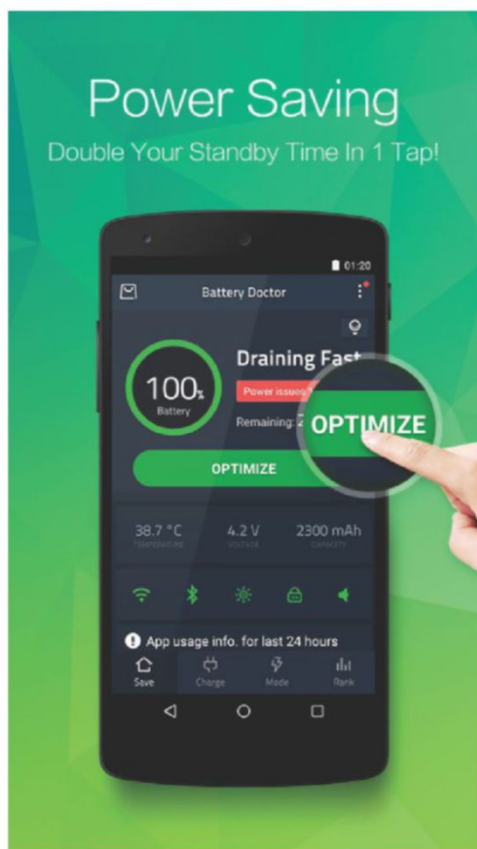
Don't use fake chargers to juice up your phone. That means never use road-side fake chargers because they are cheap knock-offs that will damage your battery or might even cause physical injury to you. (You never know, they might explode).

6. Medium to Long-term storage

If you're not using your device for a while, then you should try to keep the battery at around 50 percent before turning it off. If you're going for a long trip and want to leave your phone in storage, most manufacturers recommend that you should keep it in a cool place (under 32 degrees Celsius), with the battery at the halfway mark.

Apple's battery guide mentions that if you plan to store the device for longer than six months, you should charge it to 50 percent every six months. This is something you should do regardless of the brand of the device you are using.

BEST APPS THAT HELP YOU SAVE THE BATTERY



Battery Doctor

By Cheetah Mobile Inc.

This battery saving app claims to extend your battery life up to 50% by finding apps and settings that drain power on your device. It already has over 300 million users who have experienced the benefits. Let's see what it has to offer.

Battery Doctor is simple to use yet packed with comprehensive analytics about your phone's battery use. It provides you with detailed battery information including battery health status, technology, temperature, voltage, etc. and helps it charge healthily with its unique 3 Stage charging system that regulates the electric flow to ensure that your device charges quickly and fully.

Power Management Tips: Battery Doctor tells you how much time you have left until your battery dies and keeps your battery healthy by notifying you when you should start and stop charging. It lets you easily see how much power your apps are consuming, and accurately forecasts how long your battery could last with different features turned on or off.

Battery Optimizer: When you click on the "Optimize" button given on the main screen, it will display what's draining your battery and ask you to disable running apps and other power-draining processes in order to optimize the battery life. There is also a "Super Optimize" option, which stops apps from restarting, thus saving power. Plus, there are easier on/off toggles for Wi-Fi, Bluetooth, GPS and brightness. You can also turn on "auto-kill" feature to close the unnecessary apps automatically when the screen is locked. Another useful suggestion by Battery Doctor is "Wallpaper change" to charge up the battery 20% faster.

The best part about this app is that it offers the ability to define power saving profiles and automatically schedule them, for example, when the battery is lower than 22%, switch to long-life profile, which disables WLAN and data services in order to save power.

Other Features include:

- Lists how many apps are currently in use and how much time and power you've spent using them.
- Shows Charging Records – how many times your battery has gone through a full or partial cycle, and how many times it has been overcharged.
- Get insights on how to optimize your battery by managing your settings.
- Get Battery saving and charging tips.
- Learn about CPU and memory usage, Wi-Fi and mobile network information, disk system run time and your phone's hardware specs.
- Set charging reminders.
- Add widget to your home screen – The "Save Power" widget will automatically appear on your home screen with installation.
- Supports 27+ languages

About iOS version: The iOS version also includes some power optimization tools, though not as refined as the Android version, while also including a weather forecast. But it is worth downloading to monitor the battery life of your iPhone or iPad. There are features like "Memory Boost", which optimizes your running apps for better device performance and "Junk" deletes cached files to free up more space, speeding up your iPhone.

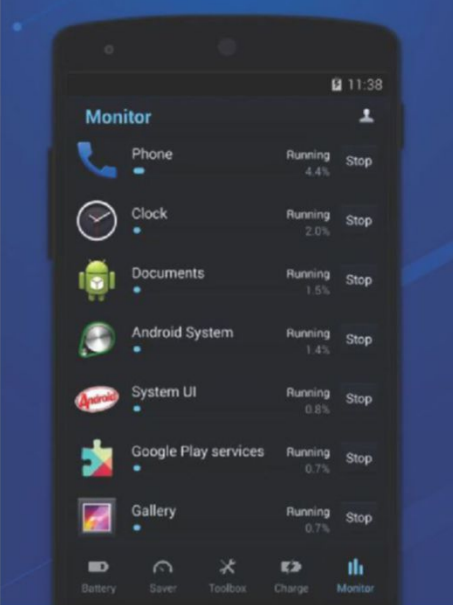
Final Thought: It is an essential app to best protect and maintain the health of your device's battery. Just play around with Battery Doctor a bit, and you will probably find a few battery optimizations that give you more peace of mind.

Available on:  

Price: FREE

BATTERY STATUS MONITOR

EASILY MANAGE BACKGROUND APPS
& DEVICE HARDWARE



DU BATTERY SAVER

By DU Apps Studio

Another popular battery monitor and power saving app is the DU Battery Saver, which comes with a convenient control widget and one-touch power optimization. It can help eliminate your battery woes with its preset power-management modes and other handy features. You can choose from three preset modes: Prolong, General and Sleep mode.

The goal of all modes is maximizing your battery life in a way that most fits your lifestyle. For example: Sleep mode closes all functions except the clock and alarm to save power while you are sleeping. There are also several ways to customize the settings with My Mode.

Just like Battery Doctor app, DU Battery Saver lists which of your apps consume your battery most, along with suggestions to improve battery life. It also follows 3 stage healthy charging system and tells

you about the battery temperature, voltage and more.

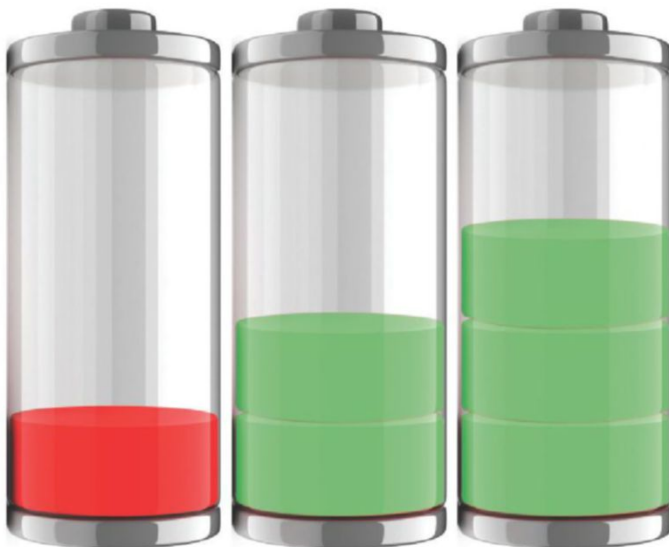
A Pro upgrade unlocks more advanced features, such as the ability to schedule the power-saving modes, an automatic task killer and the option to lower the CPU frequency when screen is locked.

Available on: 

Price: FREE (offers in-app purchases)

SUGGESTION: Both the apps – DU Battery Saver and Battery Doctor – are popular and already being used by millions. Both are proficient and offer similar battery optimization features. So download both the apps, try them for a week and keep the one you like!

QUICK BATTERY SAVING TIPS



- ✓ Disable Bluetooth and Wi-Fi connection
- ✓ Turn off Cellular Data
- ✓ Turn off vibrate
- ✓ Enable airplane mode when there is low or no signal
- ✓ Lower the screen brightness
- ✓ When low on power, use less apps
- ✓ Shut down the apps running in the background
- ✓ Keep the screen timeout duration short
- ✓ Use GPS only when necessary
- ✓ Disable location based services or apps when not in use
- ✓ Keep the phone close as possible to the room temperature. Works best from 0 °C to 35 °C.
- ✓ Let your device breathe - take off your mobile case if you find the mobile is overheating while charging
- ✓ Use static wallpaper instead of dynamic or live wallpaper
- ✓ Reduce the frequency of auto-syncing email accounts
- ✓ Minimize notifications
- ✓ Set your time zone manually
- ✓ iPhone users: Turn off Siri in the general settings

Guvera was developed in response to mass consumption of illegal music online. It is committed to transforming the way people experience music and advancing the digital entertainment industry through award-winning innovation and technology. Guvera Play is an ad-supported service, offering over 18 million Bollywood, International & Regional songs with free access. Guvera is India's Fastest Growing Music app with over 10 million users in more than 21 countries.

In an email interview with Apps Unveiled team, Ananya Amin, Head of Business Development - Asia at Guvera shared his expansion plans and said "As part of our plans for India, we will continue to focus on our branded channels offering and introduce innovative features such as the Guvera feed alongside entering more content partnerships with labels and artists alike. We are confident of our product and are optimistic that our holistic, non-disruptive music streaming service will help drive our aggressive expansion plans in the market". Edited Excerpts:

Q. How would you convince our readers to download the Guvera app on their devices? Your top three reasons for that? How are you taking on competition from other well-known players, let's say Saavn or Gaana? What are your current marketing strategies to stay in the lead?

Guvera has a library of over 18 Million songs across Bollywood, International & Regional genres. We have, therefore, put together a very strong Bollywood and regional selection, which gets updated regularly. To keep our users hooked, we have global curation teams to help tune playlists to match trends and preferences in different markets. Besides these innovations, our superior localized content, innovative features, and user friendly interface ensure a unique music streaming experience for our listeners.

Additionally, live events are integral part of our promotional activities and we will focus on that part too. In the past, we did the 'Harley Rock Riders' in partnership with Harley Davidson, which was a huge success. Going forward, we are looking at many such activities.

1. Few of our highlights include the recently launched social feed feature that brings a social element to the app, and further enhances the core pillar of the company - music discovery.
2. Another highlight is Guvera's branded channel that provides extensive access for our users to simultaneously listen to music whilst shopping for the latest fashion, reading up articles while on travel, or viewing exclusive videos. Brands are brought to the forefront of the music

experience in a manner that is non-disruptive, engaging and enjoyable for the consumer.

3. Finally, we recognize our customers and are focused on rewarding them through on-ground promotional events and unique experiences. Also, our expert-curated music from both local and international artists through playlists and #play feature enable users to follow the music from one's favorite genres.

Q. While reviewing the app, I came across the "Offline Tracks" feature, which is quite unique in its own way when compared to other music streaming apps. Can you please tell us a more about it? How does it work? Also, about the storage space offered by the app.

Guvera offers streaming music and personalized playlists, with the ability to share tracks with friends and save the songs for offline play. The tracks streamed in full will automatically be cached for offline access, and one can set as to how much space in his or her device the app is allowed to use for cached storage.

A feature like this comes in handy especially in markets like India where data coverage is not uniform in all regions and therefore interruption in streaming of songs may not result in the smoothest of experiences for our listeners.

Q. Guvera entered into the Indian market just a few months back. How is the response so far? What are your targets for the Indian market, and then plans to achieve them?

While we have recently crossed the 10 million user base landmark globally, we

have seen that India has risen as one of Guvera's fastest-growing markets, recently crossing over to 4 million users in the country. This progress represents our significant growth since launching in November 2014 and is a testament to our impact on the music streaming industry in the country. As part of our plans for India, we will continue to focus on our branded channels offering and introduce innovative features such as the Guvera feed alongside entering more content partnerships with labels and artists alike. We are confident of our product and are optimistic that our holistic, non-disruptive music streaming service will help drive our aggressive expansion plans in the market.

Q. As said, Guvera is an ad-funded, free service. What exactly do you mean by that? How do you integrate ads with music, so users can enjoy uninterrupted music on Guvera?

Launched in 2008, Guvera offers a free and legal alternative to pirated music through our ad-funded model, thus ensuring growth and sustainability of the music industry, whereby local artists are rightfully rewarded. Guvera's innovative ad-funded model is seamlessly integrated with the user experience. The native ad formats help create greater engagement for brands with consumers through the offerings of branded channels. This model is created to provide a legitimate way for brands to demographically target and engage with consumers, while simultaneously enabling them to enjoy an un-interrupted music streaming experience. The model helps us get in business through brands who seek to gain deeper engagement via association with

Guvera. Hence, while we get in our revenue through brands, a user can experience the best in music streaming for free. This is our way of bringing the Guvera experience to life in new and exciting ways for the end user.

Q. Why one should subscribe to the Guvera's premium service - 'Guvera Platinum' when the free service by Guvera is a complete package in itself?

Given the nature of the local market, we are focusing more on our ad - funded model. However, users can always choose our premium service that is readily available. Our premium service 'Guvera Platinum', gives users full control of their music experience on demand without any ads.

Q. Personally, what do you like most about the Guvera app as a user? Your favorite feature?

My personal favorite is #Play feature which allows users to choose favorite genres based on #tags & Guvera then returns a radio station basis those genres. Its music discovery at its best with #Play.

Q. Can we expect some new rather unique features from Guvera in the near future?

We at Guvera are always striving to feature the best of services for our end users that get them to like and experience music streaming at its best, whenever and wherever. Our teams are constantly innovating to bring in features that are in tune with the global tech innovations as well as are designed to enhance user experience. We understand that it's important to have a robust offering that's tailored to meet user expectations, derived from acknowledging suggestions and understanding global & local trends. Both branded channels and the Guvera feed are a step in that direction. In US & Australia, we have launched Fradio, a personalized radio station for users and brands alike, which has been well received. Users are able to curate a station for a set of audience that's online with real-time interactivity that is two way, imagine having a two- way radio while curator & audience can interact with each other.

Q. Lastly, what would be the one liner for Guvera?

We're Guvera & We are Made by Music.



MEET

Ananya Amin

Currently I'm using an iPhone 6

My Favorite App picks (other than Guvera) – Zomato & MakeMyTrip

I am a regular user of Google Maps mobile app – as I am always on the go!

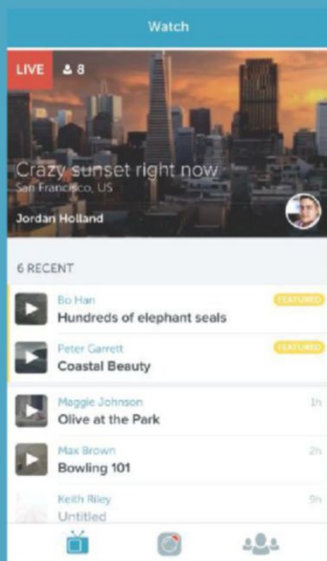
My message for Apps Unveiled Readers – Signup for Guvera app today & enjoy free access to your favorite songs anytime, anywhere.



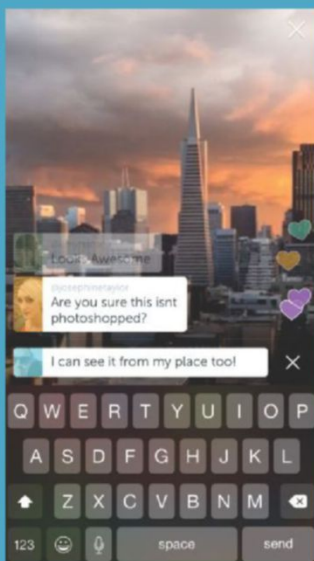
--By Twitter, Inc.

A picture may be worth a thousand words, but live video can take you someplace and show you around. That's the idea behind the Periscope mobile application owned by the Twitter. Periscope lets you broadcast live video from anywhere using your smartphone, so you can share what's happening around you — with the whole world or just a few friends — as it happens. It also has a constantly updated list of live streams to browse.

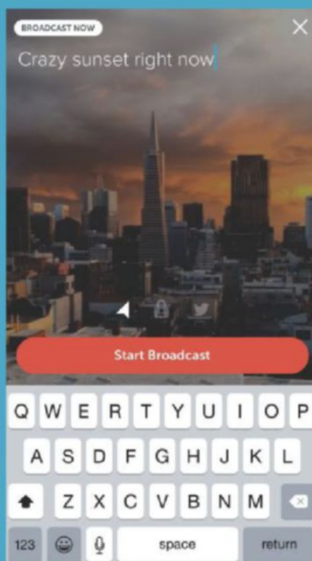
Browse LIVE or Recent Broadcasts



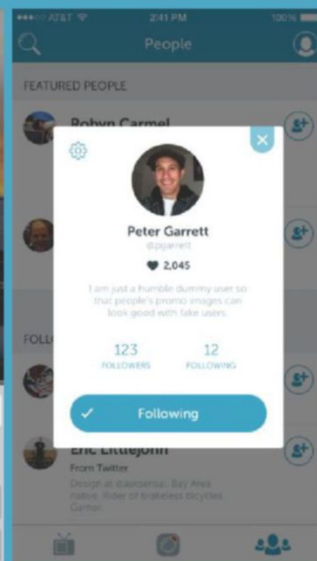
Watch and Interact with Messages & Hearts



Broadcast Video LIVE from anywhere



Follow users for Notifications



Whether you're witnessing your daughter's first day at school or a newsworthy event, Periscope offers an audience and the power of a shared experience. For a viewer, the excitement of seeing what's happening right now in other parts of the world is surprisingly compelling. The app gained a million users in the first ten days after its iPhone launch, and gained many more after its release on Android in May. Let's see how it works.

To get started with Periscope, first you need to sign up using your Twitter account or Phone number. Once you're in, the app is easy to navigate by way of tabs, and you'll be viewing your first stream in no time.

The "Watch" tab gives you an access to the recently updated list of live streams, and broadcasters that are currently live. If nothing current is happening, you can swipe right to the next tab, which shows you broadcasts happening around the globe. While watching the video, you can interact with the broadcaster by sending

messages and express your love by tapping the screen to send hearts. Allowing you to send an animated heart to the stream broadcaster in real-time is a cute feature, but without a label, so tap on the screen carefully.

Broadcasting yourself is also an extremely easy process. Just hit the camera button, enter a title that describes your broadcast and tailor the live stream to best suit your current needs. You'll have an option to manage your location settings, make your broadcast either public or invite only few specific people to watch your broadcast, or tweet your live stream. When you go live, you'll tweet a link so that your Twitter followers can watch on the web (or in the app). You can see how many people are tuning in and read their comments, real-time! Periscope also automatically saves your streams for 24 hours, allowing anyone who clicks on the Twitter link to see what you had broadcast. Viewers can replay your broadcast with comments and hearts to

relive the full experience. But you can delete your replay video any time, if you wish so.

Periscope keeps track of how many hearts you get from your viewers. The more hearts, the higher you get in the "Most Loved" list. Added to that, from the "Most Loved" tab, you can follow new people. The app also allows you to manage push notifications in the settings.

It is noted that there are some copyright, adult content and privacy concerns. But developers mentioned that they have procedures and policies in place to take care of that stuff. Also, it is worth mentioning that it consumes a lot of data and battery. But for budding journalists or those who just want to share a moment, Periscope app is a good platform!

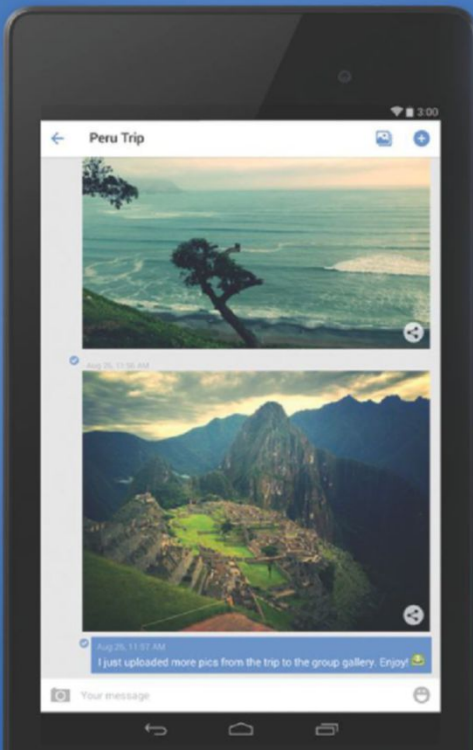
- Android | OS 4.4 | Free
- iPhone/iPad/iPod touch | iOS 7.1 | Free



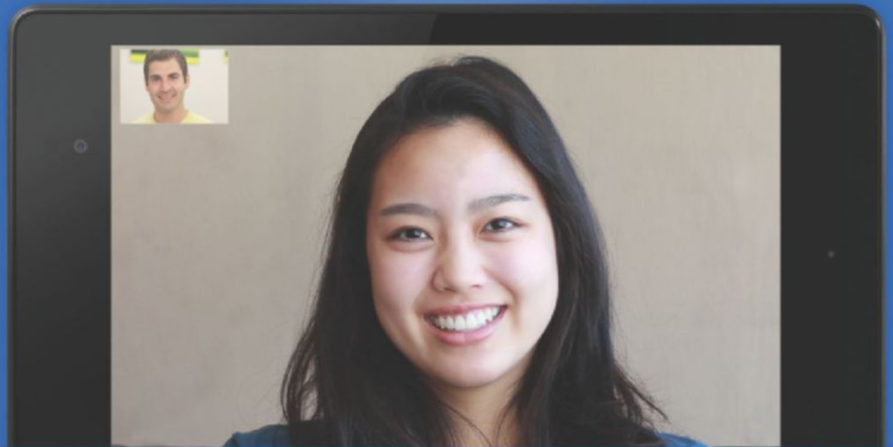
imo

imo makes communication easier between you and the people you care about, no matter how far away they are. There is now no need to have separate apps for video calling, voice calling or group messaging over the internet. imo bundled all three facilities in one app. Through this service, you can make high quality video and audio calls in real time from anywhere in the world. In addition, you can also have a chat with your contacts. All you need is a reliable internet connection.

Create groups with your family and friends



Make free high-quality video and voice calls



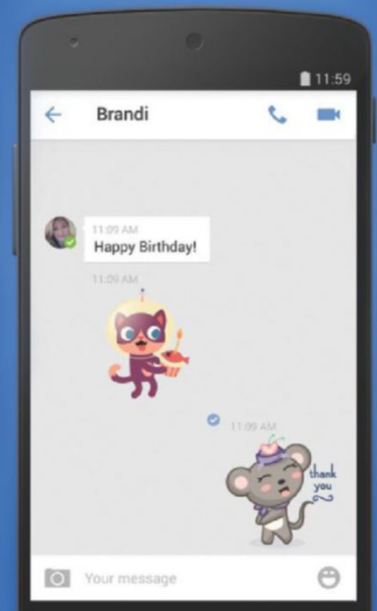
We have tested this app both for doing video and audio calls and surprisingly, it really worked well on 3G without any disturbance. You will get to hear what the other person is saying in real time as long as your device is connected to the Internet. Despite the fact that this app is free, there is no limit on the number of video or audio calls that you can make.

Group chat is another major feature that makes imo special. With the help of a wide range of exciting stickers, you'll be able to express yourself in ways that you've never thought possible.

The app presents all options clearly, so you won't have any trouble figuring out how to make a video call or send a message or an image. You can invite friends, start a new group chat, access existing groups, and browse through your individual contacts all from the same screen, and when you do want to call or text someone, buttons are clearly displayed on that person's contact page.

To sum up, imo is a useful and convenient app to communicate with loved ones for free, provided they too have imo app installed on their respective devices. You can use it from anywhere in the world as long as your device is connected to the Internet. It

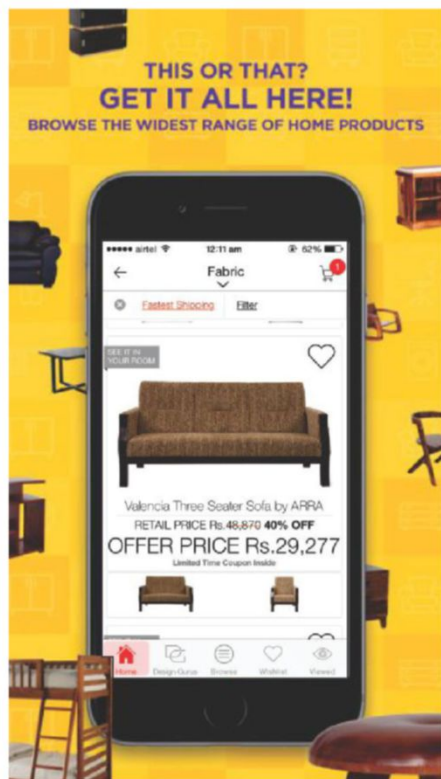
Express yourself with free stickers



can save you money on calls and SMS. It is a must-have app for everyone. Go ahead, download it right away! Highly recommended!!

- Android | OS 4.0 | Free
- iPhone/iPad | iOS 7.0 | Free

BUY FURNITURE ON THE MOVE



pepperrfry

Pepperfry, the online Furniture and Home marketplace has an app now. You can browse through more than 75,000 Pepperfry products with ease. In addition, virtually place a furniture item in your room to see how it would look, and share the picture for opinions.

The high definition imagery, simplistic and clutter-free layout of the app will make browsing convenient for you. You can narrow down your search using filters such as primary material, brands, collection and price. Keep track of the items you've recently viewed or shortlist an item by adding it to your wishlist. Plus, it offers app-only deals, free delivery and furniture assembly, easy EMI options, and easy returns across India.

Best Part? There is a "see it in your room" feature based on "Augmented Reality",

which allows you to virtually place the products against your room set-up, or walls, and share images using your social media account to get a second opinion. The same feature on the app allows you to pick any colour to represent your walls through a unique tool that uses your phone's camera.

The app also hosts Pepperfry Design Gurus community. Through this forum you can initiate discussions by sharing images and queries with Pepperfry's registered users and interior design experts. The aim of this community is to encourage exchange of home improvement ideas for shoppers who are looking for home-related advice.

Overall, the app is aimed towards simplifying the furniture and home shopping experiences through innovative product discovery and easy payment options.

Available on:  

Price: FREE

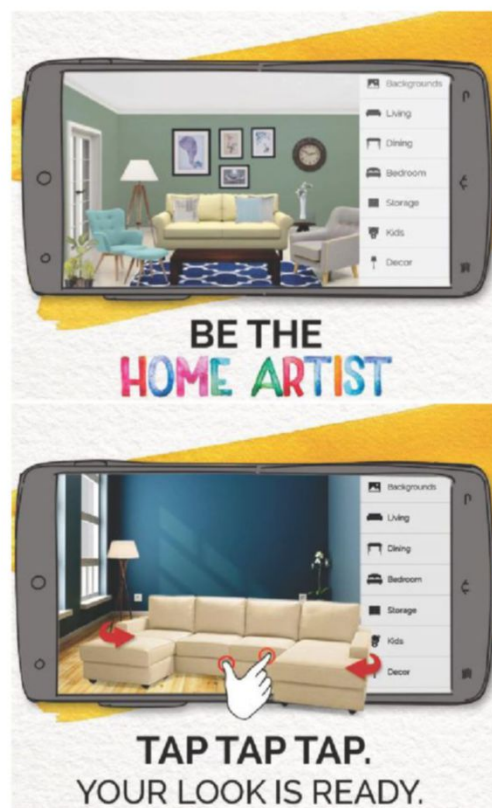
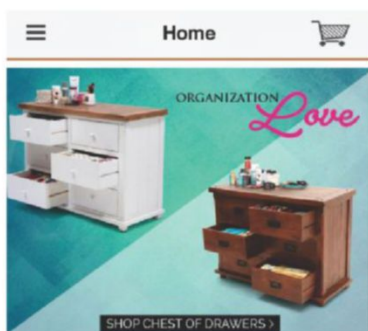


Urban Ladder app is a place where you can not only shop for furniture, but can also look for design ideas to renovate and redesign or decorate your home interiors. The collection of the furniture on the app, in one word, is simply gorgeous.



QUICK LOOK AT URBAN LADDER'S APP:

- Browse and shop furniture and décor designs to make your home match your style.
- Discover the artist in you. Try various looks and furniture combinations for every room with the recently introduced feature - "Create a new look" before making a purchase. Right now it is available only on Android.
- Get notified of new designs and special offers.
- Find design ideas to renovate and redesign or decorate your home interiors.
- Do interactive search and sort through 30+ categories of Furniture & Decor.
- Configure-on-the-go: From Numerous Models, Fabric Color options and Configurations, choose the one that's right for your home.
- Zoom-in to view close up image of the product.
- Make a wishlist for products that you want to purchase later.

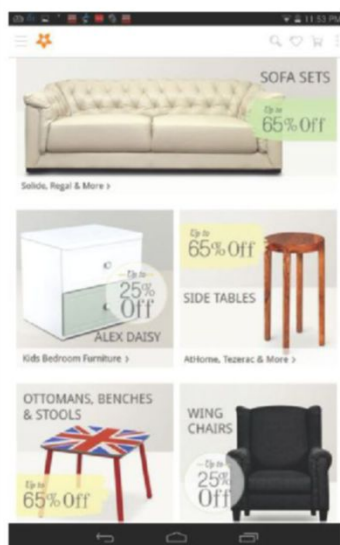


- Pay by Debit/Credit Card, or use options like Cash on Delivery or Card on Delivery.
- Available across major cities in India, including Ahmedabad, Chennai, Mumbai, Bengaluru, Delhi/NCR, Pune, Kolkata, Surat and 20+ more cities.

Available on:

Price: FREE

Another popular option for buying the fabulous furniture and home furnishings on the move is the FabFurnish mobile app. The app is absolutely easy to use and comes with various perks for users when they shop through it. It lists more than 80,000 products by 600+ local and international brands.



The app exhibits features like easy access and simple navigation through the entire product assortment. It enables you to go from one product to the next with just a simple swipe of the screen and simplifies the search for products, categories or brands. You can shortlist products for comparison and zoom in to see finer details. The app also facilitates viewing of recently-browsed products, their details and helps in tracking the status of the order.

All said, having access to the most extensive range of the finest furniture at your fingertips is now a reality!

Available on:

Price: FREE

Make sure to read the product's description, delivery terms, payment options and other details before buying the furniture online. Be a smart shopper!

It's stylish, it's sexy spring



Wish you had longer legs or slimmer body? 'Spring' app instantly makes you appear taller - and thinner - in your full-body selfies. The Spring's goal is to 'help you adjust your body proportions' by overlaying lines onto the hips, shoulders and ankles to a more 'appealing' size.



The app is very straightforward and comes with a tutorial for each function. Just upload a picture of yourself or take one within the app and it gives you three options: making yourself thinner, taller, and re-sizing your face.

The first one is "bottle shaped" icon, which makes you look slimmer. When you click on the icon, it instructs you to put the circle around your head adjust your body between left-body-line and right-body line. Once you've positioned the lines, you can select how much slimmer you wanted to be by adjusting the percentage on a slider.

The next is the "Spring" function that makes you look taller. There are two modes for stretching your photo: While '3 lines' mode will stretch your body proportionally, '2 lines' mode will only stretch where you want. In the '3 lines' mode, you're supposed to position the lines over your shoulders, hips and ankles. Post that, select at what percentage you would like your photo to be stretched. You can slide the arrow all the way up to look 100% taller. Wink!

The third and the last option is a head re-sizing feature that allows you to position your head slightly higher or lower. Added to that, you can also stretch your neck size. The best part about this app is that nothing in the background looks distorted when you compressed and stretched your body. And that's all about this app. Short and simple! No professional photoshop skills required!

To sum up, this app could make you actually look like a model. You can combine this app with any photo editing app, which lets you adjust the contrast and brightness of the photo, so you get the perfect photo of yours in no time! And yes! The Spring app claims to have over 4 million users in 217 countries. So what are you waiting for? Try the app now, if you want to look naturally slimmer and taller in your photos.

Available on:  

Price: FREE

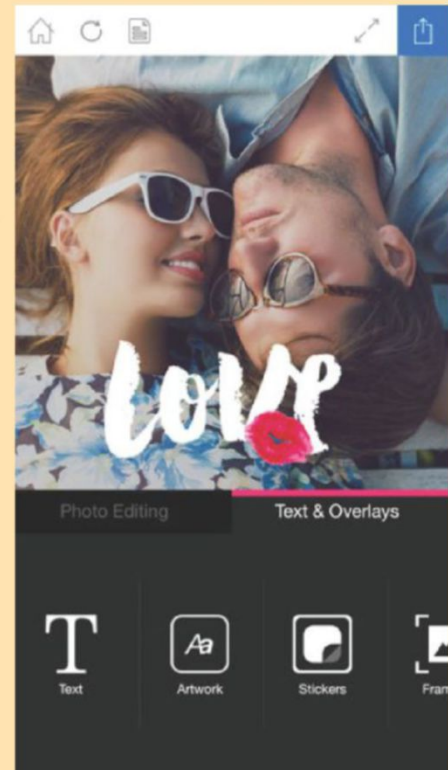
A picture is worth a thousand words. So true! We use photography as a means of self-expression. That's where Photofy mobile app comes into the picture. This app is more than just a photo editor; it lets you express yourself through photos. Photofy app is superbly awesome and one-stop solution when it comes to turning ordinary photos into instant works of art and expression. With Photofy app, you can create a meme, an Instagram flyer or a small business promo, or you can simply use this app to enhance your photos with professionally pre-designed typography type overlays of words, phrases, quotes and expressions.

Photofy

Photofy app wraps up the photo editing features such as filters, frames, background, mirror effects, and photo blur among many other features, and a typography gallery of over thirty nine thousand graphics in a highly intuitive interface, which is so easy-to-use. Once you have the app downloaded on your phone, you can get creating. Add a photo – by snapping it with built-in camera, which allows you to apply filters in real time before taking the photo – or importing it from either your camera roll or a third-party service like Tumblr, Dropbox, Facebook, Instagram and others. The app also has its own stock photos that you can use for creations that are meant to convey a message and don't require personal photographs. Added to that, you can also choose to create a collage with over 70+ free layouts.

Once you know what you want to edit or create, the actual fun begins! There's a host of things you could do to play around with the photo. Whether you prefer tinkering with dramatic light FX effects, adding stickers and text to your photographs, or just adjusting sharpness and brightness, or any other basic enhancements, you can do pretty much every possible editing with this app to get the perfect photo.




What stands out on the Photofy app is an unmatched collection of typography sayings categorized based various themes such as selfies, birthday, baby, anniversary and love, which can be placed over the image. A picture of a beach, for instance, could have the saying "Making Memories" or "You make my heart sing" placed on top of it, depending upon your desired message. After the typography has been chosen, you can further edit it by changing the color of the font, its location on the screen, its size and scale, and more. Once complete, you



can choose to share your unique photo creations via your favorite social media outlet or send a Passagram email with the Photofy's innovative e-greeting tool.

The app also features a Photofy Stream, where you can explore other's Photofy projects to get inspired. Plus, there is a marketplace from where you can download both free and paid typography add-ons from featured partners and designers.

All in all, Photofy can help bring your photos a whole new level of meaning and impact. It is a perfect app for sending a birthday greeting, capturing a favorite memory from the weekend, or keeping friends and family up-to-date on life events like graduation or buying a home. So, get this app today and start creating your memory book, where each page worth a thousand words.

Available on:   

Price: FREE (offers in-app purchases)

Reviewed on: iPhone 5 | v 4.0



Practo now lets you find diagnostic centres nearby

Practo, a health app that helps find doctors, expanded its offering by enabling consumers to find the closest diagnostic centres. The Bengaluru-based company said the launch is part of Practo's strategy to become the single health destination for all consumers across curative, preventive, fitness and wellness segments.

The app will allow consumers to search by nature of medical tests instead of laboratory names, to check laboratory accreditation, filter results by location, home pickup, online reports and compare prices of services being offered by various diagnostic centres.

This new feature will show information on 4,000 labs across eight cities, including



the chains like Thyrocare, Suburban Diagnostics, SRL Labs, Metropolis and others. The eight cities where the feature is available are Delhi, Mumbai, Bangalore, Chennai, Hyderabad, Pune, Nashik, and Trivandrum. The company will soon expand to 35 cities in India and Practo's international markets in the coming months.

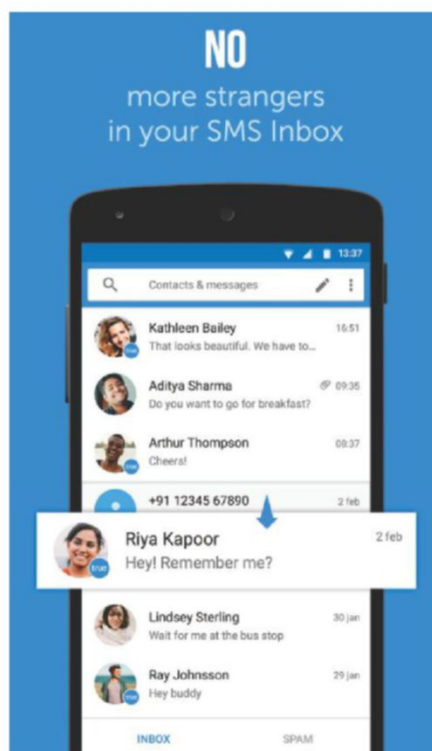
Truecaller Launched Truemessenger -- Spam Blocking SMS app for Android

Truecaller launched Truemessenger, a new SMS replacement app for Android smartphones. It comes with an automated spam filter powered by 150 million Truecaller community members worldwide, according to the company. Truemessenger is available exclusively in India, with plans to launch globally in the near future.

Basically, Truemessenger takes a phone number and using the 150 million members from the Truecaller community it identifies the actual name behind the number. Using a very simple interface, the user can quickly mark a number as spam, and move it to the spam folder so that it doesn't bother you with unwanted SMSes in future.

Truemessenger Features:

- The ability to put a name to a number, even for contacts outside your phonebook
- The resources to detect, block, and report spam alongside other Truecaller members to build a smarter community
- The option to avoid messages from unwanted numbers and contacts
- A clean Inbox where spam messages



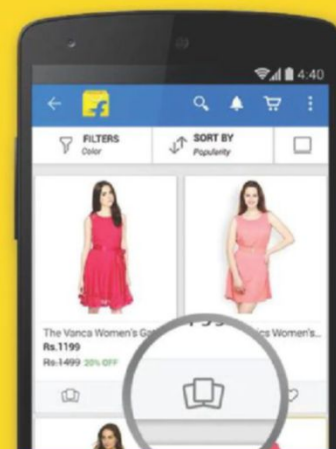
are magically sent to a separate folder

- The ability to add advanced filtering options by creating customized filters with known spam keywords or number series (area codes or country codes)

Flipkart App will let you upload an Image to Find Similar Fashion Products

Like something?

Get similar products with one tap



Flipkart has introduced "Image Search" feature on its mobile app to gain advantage over its rivals. This feature lets you upload an image of the apparel you are looking for and find visually similar products on the Flipkart app. It has been designed especially for the fashion category products.

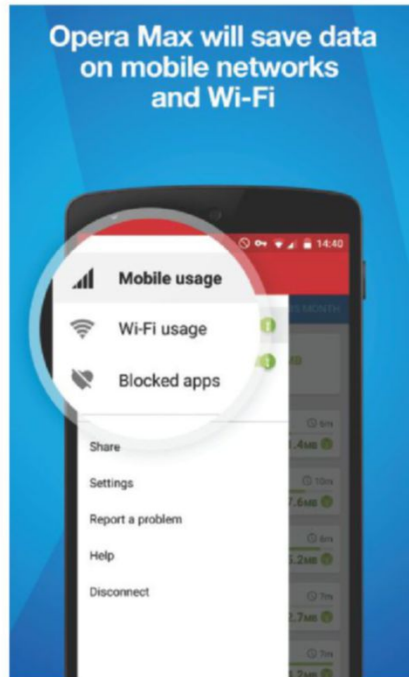
Flipkart adds that the search function will look for products with the same colour, pattern, or style. Another use of the feature will be to find visually similar products to a product already listed on Flipkart. The feature is being developed especially for the app, since 75 percent of Flipkart users access it via their smartphones, the company said.

"Discovering a fashion product online varies from user to user and is more complex as compared to other categories. A lot of fashion purchase decisions are influenced by similar products seen by users. The image search feature provides a way to find similar products on Flipkart as well as reduces the search/ browsing time, making the overall product discovery and shopping experience simple." said Flipkart's Chief Product Officer Punit Soni in a press statement.

Opera Max - Data Management app for Android launched in India

Opera Software's Opera Max - Data Management application is now available for Android users in India and Bangladesh. Opera Max is a data management & data saving app that saves mobile data usage by up to 50 %. Save data by compressing videos, photos, media on your favorite apps and websites - without any noticeable loss of quality. As per the company, the app can strip a 10MB video to as low as 3MB saving the Internet data used by the device. The compressed size would also result in a reduction in buffering of videos.

Besides minimizing data usage, it also gives users real-time daily and monthly data-usage statistics. Additionally, tracking Internet use app-by-app and blocking them is also possible with Opera Max.



"BitTorrent Shoot" app lets you easily Share Files using QR Codes

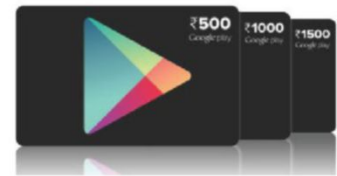


BitTorrent has introduced a new app that lets you easily share files such as images or large videos with other mobile devices via QR code scanning. Designed to allow fast exchange between many different mobile device platforms, BitTorrent Shoot is available to download via Google Play, App Store and Windows Phone Store.

Shoot is powered by BitTorrent Sync's peer-to-peer technology, so large items are no problem. Files move directly between two devices without going through the cloud, hence your data remains completely private.

To send pictures, launch the app, select the images you want to share and the app will generate a QR code. Receivers can scan that QR Code to download the images. With the BitTorrent Shoot app, you will get your first three sends free. After that, you have to shell out \$2 for unlimited sending. The app listing clarifies you can receive items for free.

Google Play Prepaid Vouchers now available in India



Google has introduced Google Play prepaid vouchers for the Indian market. The vouchers can be used to purchase digital content such as apps, games, in-app purchases, and eBooks, apart from rent or buy movies on the Google Play store. The current denominations include three options: Rs. 500, Rs. 1,000, and Rs. 1,500. The company has announced that over the coming weeks prepaid vouchers will be available at select Vijay Sales and Spice Hotspot stores in Delhi NCR, Mumbai, Pune, Hyderabad, Bengaluru, Kolkata, and Jaipur.

WhatsApp Voice Calling now available for Windows Phone



WhatsApp updated its Windows Phone app by adding the voice calling feature that was rolled out to all Android, BlackBerry, and iOS users' months ago. Windows Phone 8+ users can make voice calls over mobile data or Wi-Fi - also called VoIP or voice over Internet protocol. The update also brings new features such as sending audio files (which is currently available on Windows Phone 8.4) apart from the VoIP-based voice calling feature. The updated WhatsApp app for Windows Phone is now available to download.

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- iPhone/iPad | iOS 7.0 | Free

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- iPhone/iPad | iOS 7.0 | Free

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- Android | OS 4.0.3 | Freemium
- iPhone/iPad | iOS 6.0 | Freemium
- Windows Phone 8 & 8.1 | Freemium

Trunx



Snap, store and share all your pictures in a safe, private and secure photo vault without ever worrying about space on your device.

- Android | OS 4.0 | Freemium
- iPhone/iPad | iOS 6.0 | Freemium

My Contacts Backup



Create backup of all your contacts with a single click on the Backup button.

- Android | OS 4.0 | Free
- iPhone/iPad | iOS 7.0 | Freemium

CamMe



It is a hand gesture camera app that lets you take great selfies from a distance without even touching the device.

- iPhone/iPad | iOS 7.0 | Freemium

1 mg



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- iPhone/iPad | iOS 7.0 | Free
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Fill and sign documents digitally from anywhere, anytime.

- Android | OS 4.0 | Freemium
- iPhone/iPad | iOS 7.0 | Freemium
- BlackBerry 10 | Freemium

Ridlr



Provides real time information about bus, local train, metro and monorail schedules, including delays, to help you reach your location on time and make better use of public transport.

- Android | OS 4.0 | Free

AutoRap by Smule



If you can talk, you can rap with AutoRap. That means turn your words into a rap song instantly.

- Android | OS 4.0.3 | Freemium
- iPhone/iPad | iOS 7.0 | Freemium

Brain Wars



It is an intellectual competition game, which forces the players from all around the world to use the best of their brains in battle.

- Android | OS 3.0 | Freemium
- iPhone/iPad | iOS 6.0 | Freemium

Red Stamp



Make your loved ones feel more special by sending them personalized greeting e-cards.

- Android | OS 4.0.3 | Freemium
- iPhone/iPad | iOS 7.0 | Freemium

Wiper



An instant messaging app that wipes messages and other shared content from the sender's phone, recipient's phone and the company's own servers with one tap.

- Android | OS 4.0 | Free
- iPhone/iPad | iOS 7.0 | Free

7 Minute Workout "Seven"



Can you spare 7 minutes in a day to stay in shape and look your best? Yes? Then get this app.

- Android | OS 4.0 | Freemium
- iPhone/iPad | iOS 7.0 | Freemium
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CouponDunia



Find coupons for 1,800+ Indian online stores, restaurants and retail outlets & offline stores – all in one app!

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- Android | OS 4.0 | Free
- iPhone/iPad | iOS 7.0 | Free
- Windows Phone 8 & 8.1 | Free

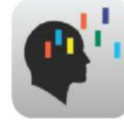
Musixmatch



Enjoy diverse music with synced lyrics. Also, identify lyrics for music playing around you.

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- Windows Phone 8 & 8.1 | Freemium

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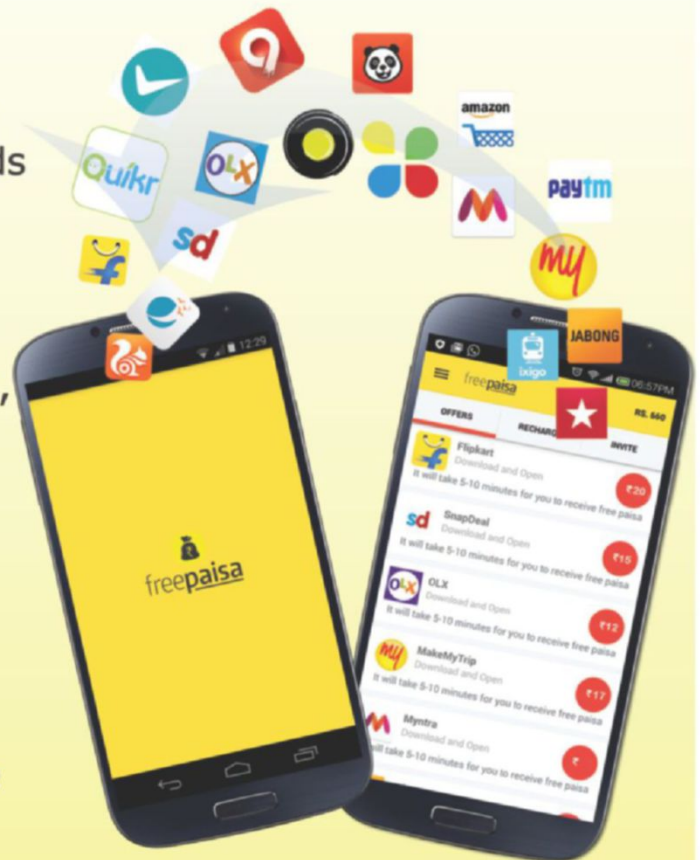
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